

Dear Colleagues, Friends and Guests of the **Midwest Finance Association**

On behalf of the officers and directors of **MFA**, it is my honor and privilege to welcome you to a truly historic meeting here in exciting Las Vegas. The 59th annual meeting has tremendous significance for several reasons. First, our Program Chair, Stephen Ferris has put together a great program. He continues our fine tradition. With more than 650 papers submitted to **MFA 2010**, the competition for inclusion in the program was keen. We want to thank you Steve, the Executive Director, the Track Chairs and the program committee for the excellent manner in which you screened, selected the best papers and organized the program. It would have been an impossible task without your invaluable work and the high-quality papers submitted by the authors.

Secondly, I am pleased to announce the launch of **The Quarterly Journal of Finance**, the **MFA** official journal, edited by **Fernando Zapatero** of the **University of Southern California**. The **Call For Papers** is in your program bulletin. The first issue of **QJF** will appear in March, 2011 and members will each receive a subscription to **QJF**. The **QJF** is the result of careful work by many people including Past Presidents, Larry Prather and Gordon Alexander, the Board, our Editor and myself. I encourage you to submit your best papers to our Editor, who will independently also solicit papers from this conference and all future ones.

We are honored to have many distinguished scholars with us. Joseph Zechner, University of Vienna and Managing Editor of the Review of Finance will make the opening keynote address on Wednesday night, 24th. February, 2010. Richard Roll, Japan Alumni Chair in Finance at UCLA will present his lecture in the evening of Thursday 25th. February, 2010. Laura Starks, Charles E. and Sarah M. Seay Regents Chair in Finance at University of Texas, will be the featured speaker at the general membership luncheon on Friday 26th. February, 2010. Please welcome Professors Zechner, Roll and Starks when you see them. Our business meeting and James A Gentry Breakfast will occur on Saturday, 27th. February, 2010. Mark Lipparelli, Nevada Gaming Commission Board will make the Financial Executive presentation. We hope that you are able to attend all of these presentations, our breakfast and the receptions that we have prepared for you.

Finally but not least, I thank all our sponsors, exhibitors, discussants and presenters. I also extend a hearty welcome to all our new Officers and Directors. They reflect the vitality and vibrancy of the **MFA**. Their presence is a testament to the strength and growth of the MFA as we relentlessly pursue improvements in all areas. Very shortly we will open additional channels for communication with our members and improve the overall experience of being a **MFA** member. We want you all to enjoy the friendly hospitality that is the signature of the **MFA** meetings as well as the excellent sessions that have been created. Best wishes to you all. May you have a wonderful meeting and enjoy Las Vegas. These are exciting times to be a **MFA** member. It has been an incredible journey to serve as your President and I offer my gratitude. See you in Chicago next year!

Lloyd P. Blenman
MFA President
University of North Carolina-Charlotte

